

CONNECTING OUR COMMUNITY



FY 2022-2023
Annual Report

Annual Reflections

Serving as the Board Chair for the United Way of Danville-Pittsylvania County over the past year has been an honor and privilege. During 2022 we celebrated the organization's centennial milestone, recognizing that we are a very different organization than we were 100 years ago. But one thing hasn't changed. The United Way still honors its long legacy of helping those in need.

In 2022, our outcome-based investment model was updated, with four key strategy areas focusing on third grade reading level, services for middle school students, health/wellness across the lifespan, and financial stability. Through this model, we are aligning the work of our supported agencies to make a true impact on the community.

A leadership transition in 2022 occurred due to the retirement of Jennifer Smith, who served as our President/CEO since 2018. Cathryn Gore stepped into the position and has quickly become responsive to the needs of our community.

I would like to thank all United Way staff, volunteers, and our Board of Directors. Your passion, counsel and expertise has been invaluable to me over the past year.




Lee Smallwood
Chair

When I accepted the position of President/CEO for United Way of Danville-Pittsylvania County (UWDPC) I had no idea how rewarding this position would be. Because of your generous gifts of time, talents and financial support, you have enabled us to help hundreds of people over the years to become stable, employed and self-sufficient.

UWDPC accepts the challenge and works every day to provide the resources and support for our struggling families and individuals to help them overcome barriers that prevent them from living healthy, productive lives.

Our work in the community continues to inspire individuals and businesses to become donors. We cannot thank enough, those businesses that conduct workplace campaigns.

We have seen many changes in our area over the years, yet one thing remains the same: the tremendous support and generosity that our donors, volunteers and our community exhibits every day. It is because of YOU that UWDPC is able to continue to meet the growing needs of our community and to make Danville and Pittsylvania County a better place to live. Thank you for your continued trust and support of the work that we do!



Cathryn S. Gore
President/CEO

100 Years

As United Way of Danville-Pittsylvania County celebrated 100 years of serving Danville and Pittsylvania County we developed “What’s Your 100?” activities that involved the community. Launching our first “What’s Your 100?” virtual event, over 50 people committed to walk, run or ride 100 miles in 30 days. All participants received a United Way water bottle and an event t-shirt. Coming together for a final day to walk the last mile.



Providing a collection site for needed items for our Supported Agencies was important as we launched “What’s Your 100?” for House of Hope and Danville Church & Community Tutorial Program. Collections included over 140 deodorants for House of Hope and nearly 50 headphones for Danville Church & Community Tutorial Programs.



Your donations and commitment to these activities enhance the work we are doing every day.

Read Dan River

United Way's supported reading intervention programs target youth who are struggling to learn to read so that they may be reading at grade level by third grade.

THE FACTS:

- If children are not reading at grade level by the start of 4th grade, they are four times less likely to graduate on time than their grade-level peers.
- The pandemic took a toll on reading levels during 2020-2021, resulting in Standards of Learning pass rates declining in both Danville and Pittsylvania County.
- The most important factors in a child's reading achievement are socio-economic status and parents' educational level.

IMPACT OF YOUR INVESTMENT

- 86% of third grade students receiving after-school tutoring raised their reading level to grade level.
- 218 adults volunteered as reading tutors.
- 86% of third grade Black, Hispanic, or mixed heritage tutored students raised their reading level to grade level.

SUPPORTED AGENCIES IN 2022:

- **Book Buddies** – a program of Pittsylvania County Schools
- **Danville Church and Community Tutorial Program**

MAKING A DIFFERENCE

The Book Buddies program has been successful for students at Stony Mill Elementary School. Students respond positively to having a Book Buddy. They look forward to the days when they can sit down and have special time reading with this individual. Each student walks back into the classroom with a smile on their face and holding their head a little higher each time. The program at Stony Mill has been blessed with wonderful, caring and loving volunteers who make the role of a buddy special. There was a kindergarten student who was very shy and a little behind his peers in the classroom. This student received a Book Buddy to read to and with for thirty minutes, twice a week. Over time, a bond developed between the two. This student responded over the next seven months from having this extra time and attention by gaining confidence. His increase in confidence impacted his social well-being and eventually the grade book. The impact of one individual taking a few hours from their schedule each week was immeasurable.

Educate Dan River

United Way's supported education programs target the many barriers facing middle school youth that prevent them from on-time high school graduation.

THE FACTS

- A child who doesn't graduate from high school earns 75% less than peers who do.
- The middle grades are the "make it or break it" years, when some students begin to disengage from school, increasing the likelihood of high school dropout.
- Middle schoolers with an attendance rate of less than 85% or a failing grade in math or English/language arts have a 15% to 25% chance of not graduating from high school on time.

IMPACT OF YOUR INVESTMENT

- 74% of middle school students attending after-school programming decreased their absenteeism.
- 85 middle school students were matched with a mentor
- 84% of tutored 6th graders passed their math Standards of Learning test.
- 2,175 middle school students received "What's n Your Vape?" education about the harmful use of e-cigarettes.

SUPPORTED AGENCIES IN 2022:

- **Big Brothers Big Sisters of Danville Area**
- **Boys & Girls Club of the Danville Area**
- **Regional Alliance for Substance Abuse Prevention Youth Advisory Council**

MAKING A DIFFERENCE

Curtis became a Big Brothers Big Sisters' mentor in 2010 after hearing an announcement at his church of the need by the organization for male mentors. He quickly became a school-based mentor to a third-grade youth who had moved to the area. The youth's teacher felt the student could use a mentor, since he was new and had a quiet nature. Curtis visited the youth weekly during his school lunch time where the youth openly talked with Curtis. When the youth moved on to middle school, he wanted to continue being matched with Curtis. When Curtis came to lunch, other students talked with Curtis as if he was their Big Brother as well.

In time, the youth moved from the area and Curtis was matched with another boy who had no males in his life. He had been bullied in school and mainly interacted only with family. As the youth grew out of his shyness, Curtis encouraged him to transition from home school back into public school. He improved his ability to interact with others and made new friends. They remained matched until the youth graduated from high school.

Work Dan River

United Way's supported work programs aim to break the cycle of generational poverty by providing critical resources, skills, and training for career pathways.

THE FACTS

- Lasting solutions to poverty require the integrated delivery of education, training, and supports that enable low-income individuals to acquire the skills and competencies they need to move up the career ladder into higher paying, stable jobs.
- Securing a job is often not the end of the story. The need for support services continues.
- While reducing material hardship provides immediate relief and benefits, long-term reductions in poverty come from increasing self-sufficiency.

IMPACT OF YOUR INVESTMENT

- 648 individuals were provided critical services to prevent unemployment and homelessness.
- 218 individuals completed self-sufficiency programs.
- 19 people with a disability successfully obtained a job in the community.

SUPPORTED AGENCIES IN 2022:

- The Arc of Southside
- Goodwill Industries of the Valleys
- Virginia Legal Aid Society

MAKING A DIFFERENCE

Mr. Harden has been coming to use the free services at the Danville Career Center operated by Goodwill for about one year. He comes every Tuesday and Thursday. During this time, Mr. Harden has participated in the basic computer classes offered and often logs into the NorthStar Digital Literacy Assessment website to enhance his computer and social media skills.

He has received several certificates from NorthStar, including basic computer skills, using email, and internet basics. We're very proud of his accomplishments.

Get Healthy Dan River

United Way's supported health programs target the medical and social determinants of health, addressing basic immediate needs as well as the long-term well-being of our residents.

THE FACTS:

- Health means more than eating well and exercising. It also means having strong, positive relationships, safe housing, and access to medical support.
- When parents can't meet their family's basic needs, they are less able to protect their children from the consequences of adversity in the household, and their children's emotional distress increases.
- 1 in 4 women and 1 in 7 men have been victims of severe physical violence by an intimate partner.
- The health effects of loneliness are equivalent to smoking 15 cigarettes each day.

IMPACT OF YOUR INVESTMENT

- 1639 individuals were provided services to meet their basic needs.
- 580 individuals received services related to housing issues.
- 318 individuals received services related to domestic violence.
- 54 seniors received regular transportation to medical appointments.

SUPPORTED AGENCIES IN 2022:

- **American Red Cross**
- **Danville-Pittsylvania County Habitat for Humanity**
- **Danville Speech and Hearing**
- **Haven of the Dan River Region**
- **Healthy Families** – a program of Danville-Pittsylvania Community Services
- **House of Hope**
- **Southern Area Agency on Aging**

MAKING A DIFFERENCE

Before Brandon found House of Hope, he had been left with nowhere to go. Once he got settled in, House of Hope connected Brandon to STEP (Solutions to Empower People), a housing program based out of Rocky Mount, VA. They helped Brandon find placement at a nearby apartment in Danville so he could have his own place to stay. While those arrangements were made, Brandon worked full-time at a local catering company, slowly building his savings as he prepared for his transition. Now, Brandon has his own place to stay, a full-time job, and volunteers at House of Hope! Because he was helped along his journey to find stable housing, he wants to give back and has been a terrific addition to our volunteer team.



318 individuals received services related to recovery from domestic violence



88 middle school students matched with a mentor



416 students received early reading intervention services



852 home visit services made to families with a history of trauma, domestic violence, mental health or substance use issues

Impact by the Numbers



19 individuals with a disability successfully obtained a job in the community



131 households received services helping them avoid eviction or foreclosure



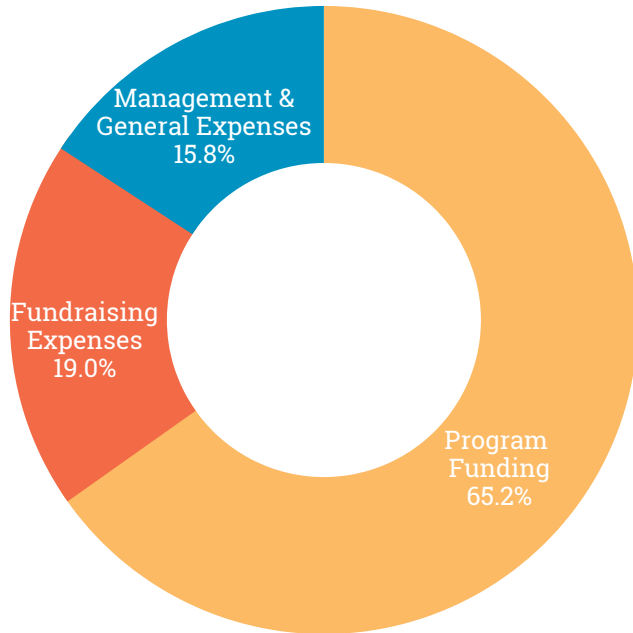
364 free round trips were provided to seniors for medical-related appointments



255 individuals received immediate, temporary safe shelter with 3 meals a day

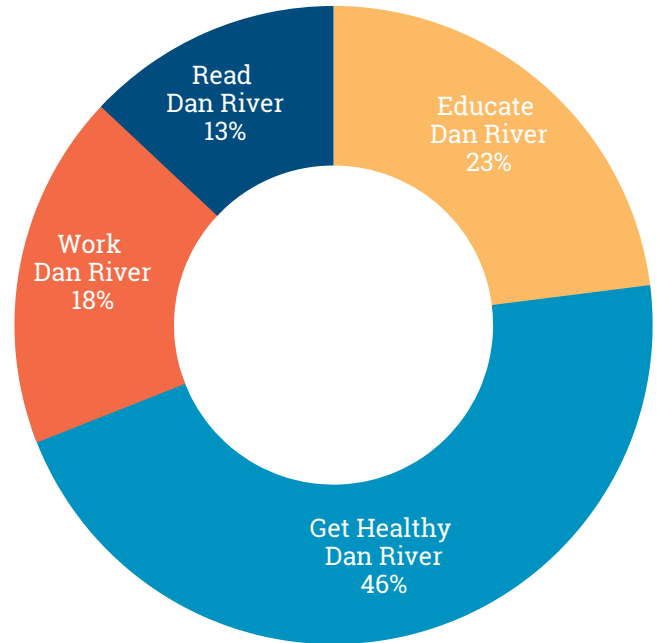
Expenses

Year ending March 31, 2022
(most current audit)



Program Funding

2021-2022



Partnerships

The Transition Stop

Since 2019, the United Way has partnered with Danville Public Schools to provide The Transition Stop. This program endeavors to provide students who are chronically absent from school due to lack of basic essentials, a place where they may obtain free clothing, shoes, hygiene and school supplies as well as access to washer and dryer facilities.

Located at the Adult and Career Education Center on North Main Street, the program has served 238 youth since its inception. New in 2022, the program collected and distributed free prom wear. The Transition Stop allows the United Way to further impact education in the Dan River Region.

Dolly Parton Imagination Library

To further the impact of our Read Dan River initiatives, United Way provides the Dolly Parton Imagination Library program to lower-income families. This is a book gifting program that mails an age-appropriate book a month to children between the ages of birth to five years at no cost to the family. Children who are read to more

frequently at an early age enter school with larger vocabularies and more advanced comprehension skills. During 2022, the program provided 7,076 books to 760 children to begin their home libraries.



The Otterbots

A partnership with the Danville Otterbots since 2021 has promoted community awareness of the services provided by the agencies the United Way supports. At each of the team's 2022 home games, a supported agency had the opportunity to provide information about the services they provide and also recognize on the field a special individual they wished to honor. The Otterbots partnership allows the community to understand the impact our supported agencies are making to the well-being of the Dan River Region.

Volunteers

Volunteers are the backbone of the United Way and the nonprofits we support. Volunteers provide transportation for seniors to medical appointments. Volunteers mentor youth who are struggling with self-esteem and relationship issues. Volunteers tutor struggling students. Volunteers build houses and clean shelters.

At the United Way, our volunteer Board of Directors establishes policy and sets our strategic direction. Our volunteers review funding requests, coordinate our Imagination Library Program, provide referral services to those calling for help, and assist with general office work.

Our United Way Ambassador program provides volunteers to any nonprofit who may need additional volunteer assistance.



We graciously thank all our volunteers - we couldn't do our work without each of them!

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of Danville-Pittsylvania County

308 Craghead Street, Suite #102E, Danville, VA 24541

434-792-3700

www.unitedwaydpc.org